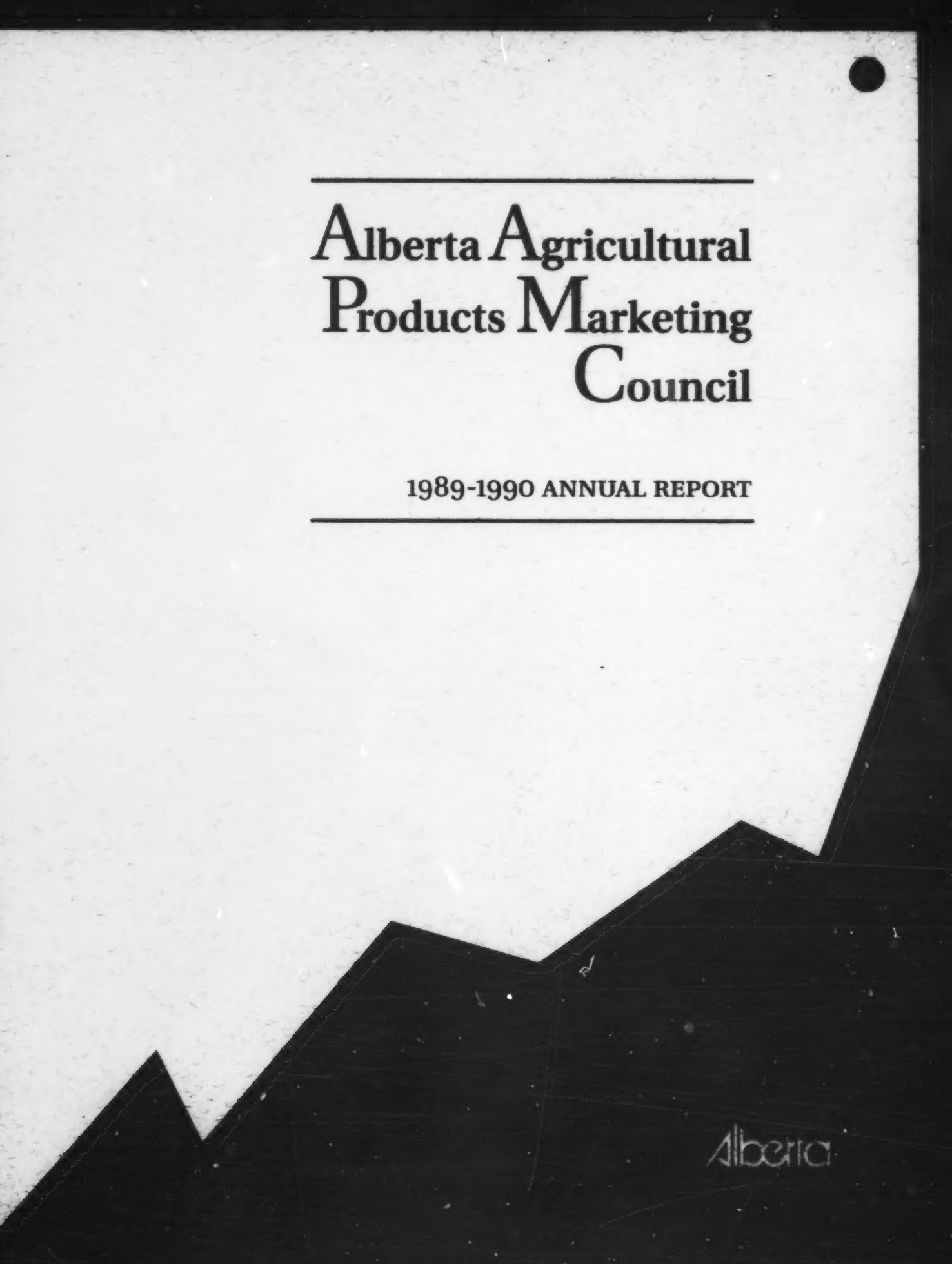
Alberta Agricultural Products Marketing Council

1989-1990 ANNUAL REPORT



92-02875/

Marketing Council Organization Chart	6
Alberta Agricultural Products Marketing Council Report	7
Reports of Boards and Commissions	
Alberta Canola Producers Commission	9
Alberta Potato Marketing Board	10
Alberta Pulse Growers Association	12
Alberta Sugar Beet Growers' Marketing Board	13
Alberta Vegetable Growers' Marketing Board	14
Alberta Fresh Vegetable Marketing Board	15
Alberta Chicken Producers' Marketing Board	16
Alberta Turkey Growers Marketing Board	17
Alberta Egg and Fowl Marketing Board	18
Alberta Hatching Egg Marketing Board	19
Alberta Sheep and Wool Commission	20
Alberta Pork Producers Development Corporation	21
Alberta Cattle Commission	22
Appendix I: List of Boards and Commissions	24

Alberta
AGRICULTURE

Office of the Minister

131 X324 Legislature Building, Edmonton, Alberta, Canada T5K 2B6 403/427-2137

To Her Honour the Honourable Helen Hunley
Lieutenant-Governor of the Province of Alberta

Madame:

I have the honour to submit herewith the annual report of the Alberta Agricultural Products Marketing Council for the fiscal year ending March 31, 1990, in accordance with the provisions of the Marketing of Agricultural Products Act.

Respectfully submitted,

Ernie Isley

Ernie Isley
Minister of Agriculture

Alberta
AGRICULTURE
Agricultural Products
Marketing Council

J. G. O'Donoghue Building, #305, 7000 - 113 Street, Edmonton, Alberta, Canada T6H 5T6 403/427-2164 **FAX 422-9690**

Honourable Ernie Isley
Minister of Agriculture
131 Legislature Building
Edmonton, Alberta
T5K 2B6

Dear Sir:

The Alberta Agricultural Products Marketing Council is pleased to present to you its Annual Report for the period April 1, 1989 to March 31, 1990.

It has been a most challenging and rewarding year. Two new commissions, the Alberta Canola Producers Commission and the Alberta Pulse Growers Commission, were formed. And, we expect two more to be formed in 1990/91.

The changing world trade environment has been an area of significant interest among the various Boards and Commissions which operate under the Marketing of Agricultural Products Act. This area will continue to be important to our producers in the future.

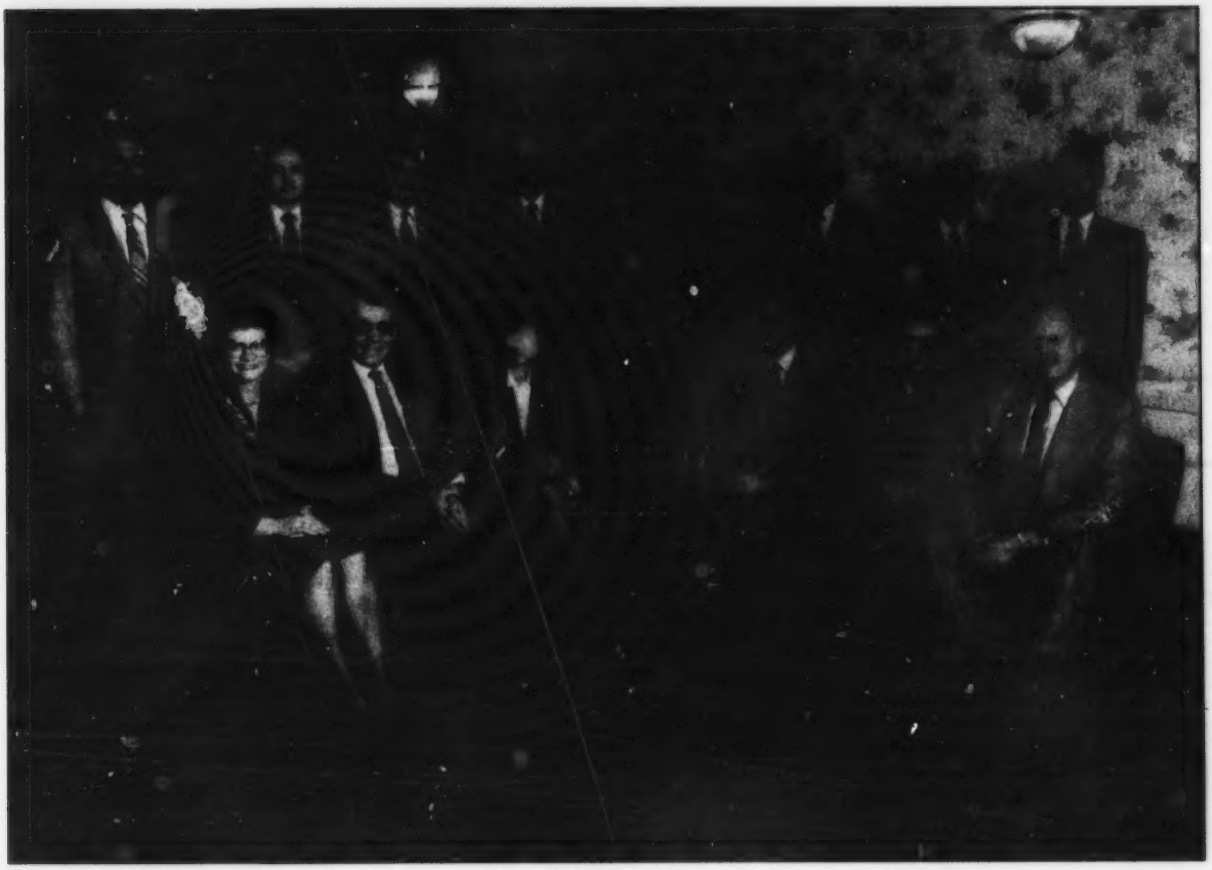
We have made good progress in rewriting regulations to conform to the new Act and hope to complete the process over the next year or so.

The Council would like to take this opportunity to thank you and your office for your guidance and leadership over the past year.

Yours truly,

Harvey Buckley

Harvey Buckley
Chairman



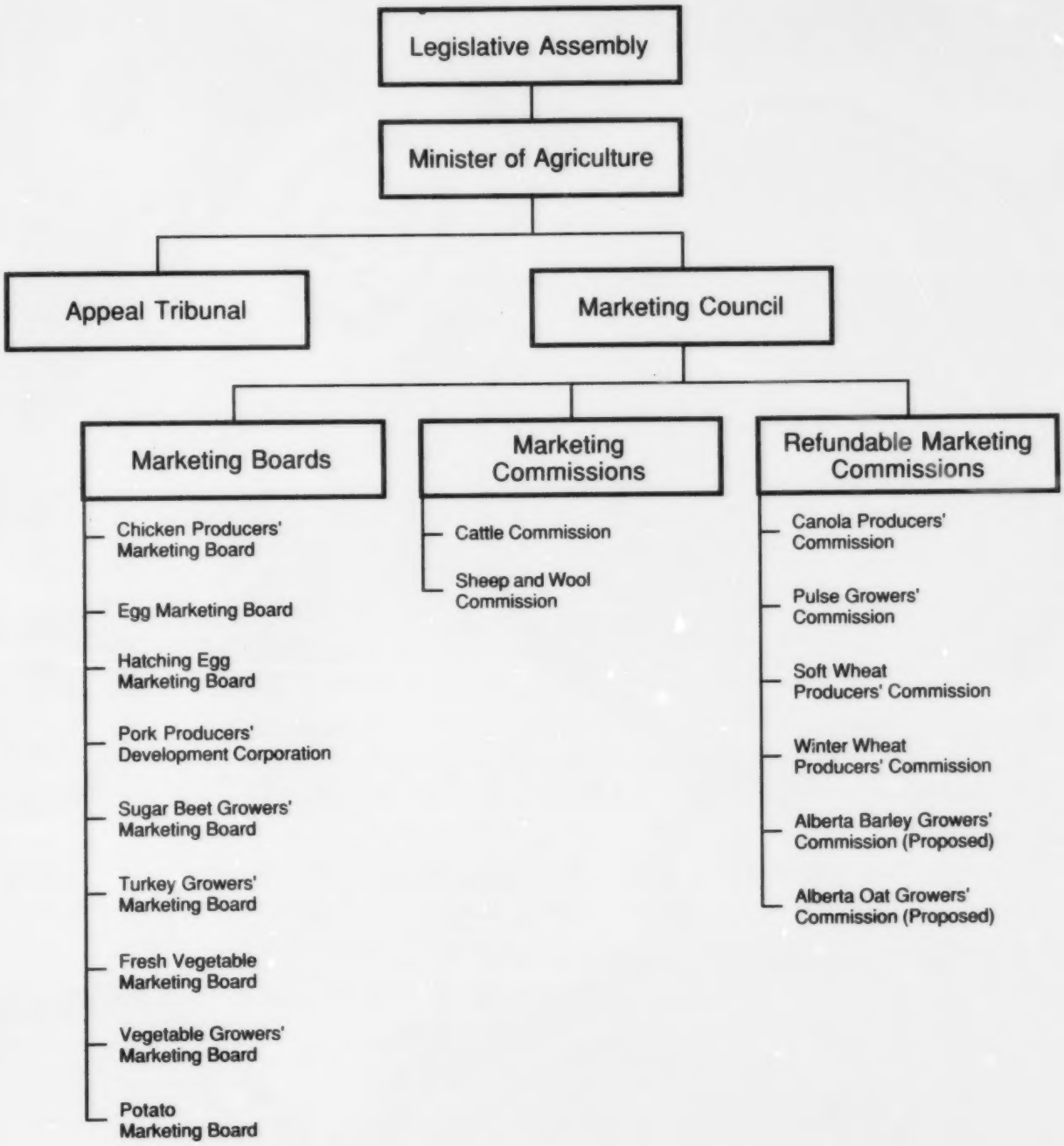
Back Row (left to right)

Harry Schudio, Garry Benoit, Clif Foster (Secretary), Ron Kidd, Frank Spanbauer, Dietrich Kuhlman, Aaron Falkenberg.

Front Row

Enid Schreiber, Harvey Buckley (Chairman), Diane Aves (Recording Secretary), Ken Smith (General Manager), Louise Rodomsky, Frank Fallwell.

FIGURE 1


Legislative Assembly
Minister of Agriculture
Appeal Tribunal
Marketing Council
Marketing Boards
Chicken Producers' Marketing Board
Egg Marketing Board
Hatching Egg Marketing Board
Pork Producers' Development Corporation
Sugar Beet Growers' Marketing Board
Turkey Growers' Marketing Board
Fresh Vegetable Marketing Board
Vegetable Growers' Marketing Board
Potato Marketing Board
Marketing Commissions
Cattle Commission
Sheep and Wool Commission
Refundable Marketing Commissions
Canola Producers' Commission
Pulse Growers' Commission
Soft Wheat Producers' Commission
Winter Wheat Producers' Commission
Alberta Barley Growers' Commission (Proposed)
Alberta Oat Growers' Commission (Proposed)

The Alberta Agricultural Products Marketing Council is a Crown corporation established by the Marketing of Agricultural Products Act. The Act charges Council with the responsibility of regulating the operations and facilitating the establishment of agricultural marketing boards and commissions which operate in the province of Alberta.

There are currently thirteen producer commodity groups which operate boards or commissions. There are several other commodity groups which have proposals under consideration. Figure 1 lists the various commissions and illustrates their relationship to council.

The powers of each board or commission vary with the needs of the commodity group which it serves. Some have price and quota setting powers and others have the sole function of collecting levies which are used for research or promotion.

Collectively, the thirteen groups represent virtually every sphere of agricultural activity and, in 1989, over half the farm cash receipts in Alberta.

History of the Council

The Alberta Agricultural Products Marketing Council was established in 1965 by means of the Marketing of Agricultural Products Act.

In 1972, the Minister expanded the number of members of the Council to eight and revised its terms of reference to be consistent with the Government of Alberta's and the Alberta Department of Agriculture's policies for the marketing of agricultural products. The new Council placed less emphasis on its regulatory activities and greater emphasis on supporting Alberta's marketing boards and commissions. The goal of Council is to encourage the boards and commissions to be aggressive marketers and secure markets both domestically and abroad.

The Marketing of Agricultural Products Act was amended again in 1987. While the basic structure of the legislation did not change, the balance of administrative powers did: the new Act required more direct involvement of Cabinet and the minister of agriculture.

Supervision of Marketing Boards and Commissions

Council activities reflect the diversity of the groups which it has responsibility for supervising. The majority of the Council's time is taken up fulfilling this supervisory role.

In 1989/90 the Council was responsible for supervising the activities of thirteen commodity groups which have chosen to form boards or commissions. In addition, to the boards and commissions in existence at the end of the 1989/90 fiscal year, two more commissions (Soft Wheat Growers and Winter Wheat Growers) will have been added by the time this report is published. It is also anticipated that during the 1990/91 fiscal year the Barley Growers will be forming a commission.

An increasing number of commodity groups have recognized the benefits and opportunities that are afforded them under the Marketing of Agricultural Products Act. There has been, since the passage of the new Marketing of Agricultural Products Act in August of 1987, a significant increase in both the number of boards and commissions and the demand for Council's services.

Regulatory Activities

There have been two important areas of regulatory activity for the council during the past year. The first has focused on revising the regulations of existing boards and commissions to ensure consistency with the requirements of the new Act.

This is, in some cases, a lengthy process which may require a producer plebiscite. About half the groups have now completed this process and most of the others are well on their way to complying with the new act.

The second important area has been the preparation of regulations for new commissions. All of the commodity groups which have chosen to use the Marketing of Agricultural Products Act to establish new commissions, in the last three years, have chosen the refundable service charge arrangement.

This form of organization is, for the most part, unique to Alberta. Producers may choose not to support a particular commission simply by requesting a refund of the service charge collected. To date, the experience has been that the number of producers requesting refunds has been very small.

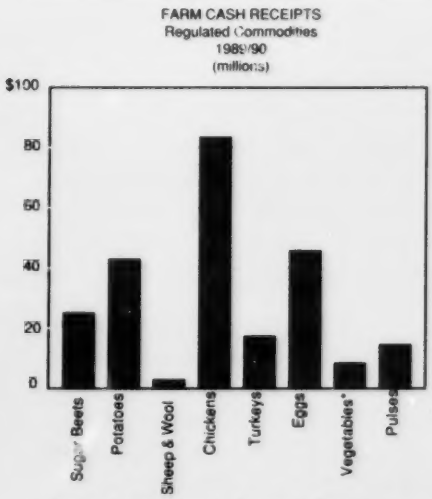
Financial Reporting and Disclosure

In February 1989 the Canadian Institute of Chartered Accountants (CICA) revised its standards for financial reporting by non-profit organizations. In order to ensure that producer boards and commissions comply with these new standards, Council asked Price Waterhouse to conduct a study which would:

"develop a set of criteria for Council which will assist the Producer Boards and Commissions in the preparation and publication of annual reports, including financial statements, which meet both the standards required by the CICA and the needs of Producers, Directors of Producer Boards and Commissions, the Council and the general public."

The study was presented to Council in September of 1989 and noted that there were a number of changes that would be necessary so that producer boards and commissions could comply with the changes to in the CICA standards.

A copy of the report is available, upon request, from the office of the Alberta Agricultural Products Marketing Council.



Source: Statistics Canada, Farm Cash Receipts Catalogue No: 22-001

*Does not include processed vegetables but includes mushrooms, greenhouse, fresh and processed

Formation of New Boards and Commissions

During 1989/90 two new refundable levy commissions, the Canola Producers Marketing Commission and the Pulse Growers Marketing Commission, were formed. On August 1, 1990 two more refundable levy commissions, the Soft Wheat Growers' Marketing Commission and the Winter Wheat Growers' Marketing Commission, began operation. There are also applications pending from the Alberta Barley Producers and the Alberta Oat Growers.

National Council

The Alberta Agricultural Products Marketing Council is extremely active in its liaison role between Alberta producers and the National Council. The National Farm Products Marketing Council was established in 1972, under the Farm Products Marketing Agencies Act, to supervise agencies which administer national and regional marketing plans.

As of the end of the fiscal year, March 31, 1990, The Alberta Hatching Egg Marketing Board, The Alberta Egg and Fowl Marketing Board and The Alberta Turkey Growers Marketing Board were signatories to National Agreements.

In addition, The Alberta Chicken Producers' Marketing Board made a formal application, through the Alberta Agricultural Products Marketing Council, to join the national plan.

Ongoing Issues

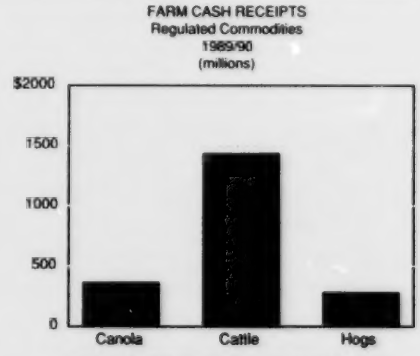
Both domestic and international events carry with them the possibility of significant changes to the regulatory framework of agricultural boards and commissions. Fiscal year 1990/91 will bring a domestic policy review in almost all aspects of agriculture as well as the end of the Uruguay Round of the negotiations under the General Agreement on Tariffs and Trade. During the coming year the Council and the supply managed sector of agriculture in Alberta will be carefully watching the current round of General Agreement on Tariffs and Trade negotiations. These negotiations will have a huge impact on all boards and commissions.

Council will be continuing its work on the proposed commissions, on rewriting regulations and on a strategic plan.

New Council Members

During the year three new members joined Council. Mr. Frank Fallwell of Calgary, Ms Enid Schreiber of Dapp and Mr. Harry Schudlo of Sexsmith were appointed in July of 1990.

Mr. Fallwell is a Calgary businessman and former head of the Alberta Food Processors Association. Ms Schreiber is a cattle and grain producer who has also been a municipal councillor and Mr. Schudlo is a grain and oilseed producer.



Source: Statistics Canada, Farm Cash Receipts Catalogue No: 22-001

With canola production at close to 1.3 million tonnes in 1989 and 1990 Alberta harvested approximately 40 percent of Canadian canola. Approximately 11% of Alberta's crop area (or 2.6 million acres) is devoted to this crop. Sales of canola, totalling $408 million in 1989, make up 9% of total Alberta farm cash receipts.

The Alberta Canola Producers Commission provided financial support to twelve agronomic and varietal research projects in the spring of 1990. Other projects will be considered this fall. Research funding is closely coordinated with the Canola Council of Canada (C.C.C.) to avoid duplication. The A.C.P.C. and C.C.C. jointly fund some projects and other support has been received through Farming for the Future (F.F.F.) and the Alberta Agricultural Research Institute.

The Commission, Farming For the Future and Alberta Agriculture jointly supported three productivity centers located near Sexsmith, Mundare and Trochu in cooperation with the Canola Council of Canada. The purpose of these centres is to test research results and agronomic practices under local climatic and soil conditions. The results are then passed on to producers through demonstrations, newsletters and other media.

A major concern of the Commission is the relatively low acceptance of canola meal domestically. In response, A.C.P.C. has supported two canola meal marketing studies. In addition, the nutritional benefits of canola meal are being promoted in Alberta.

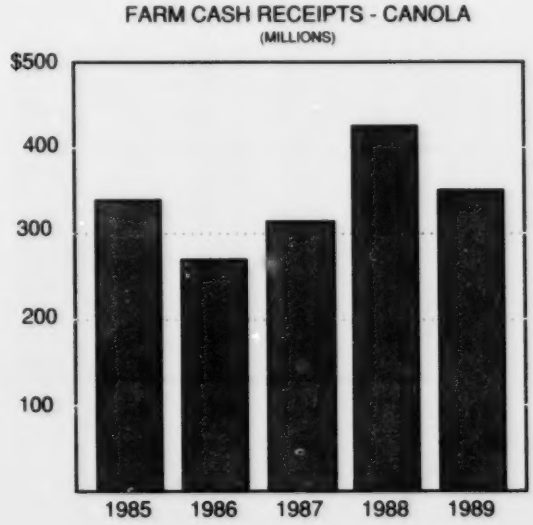
Comprehensive presentations were made to government and industry on a number of issues. These issues included accelerating the reduction of the U.S. tariff on canola oil, the Goods and Services Tax, removal of trade distortions in grain and oilseeds through multinational trade negotiations and pesticide regulations.

The Commission also represents producers' interests on the National Grains and Oilseed Task Force, the Federal Task Force on Competitiveness and the Market Development and Promotion Committee of the Canola Council of Canada.

The members of the Commission are kept informed of its activities by a newsletter sent to all eligible producers eight times a year. Funding for Commission activities is obtained by a service charge of 50 cents per tonne of canola seed produced and sold in Alberta.

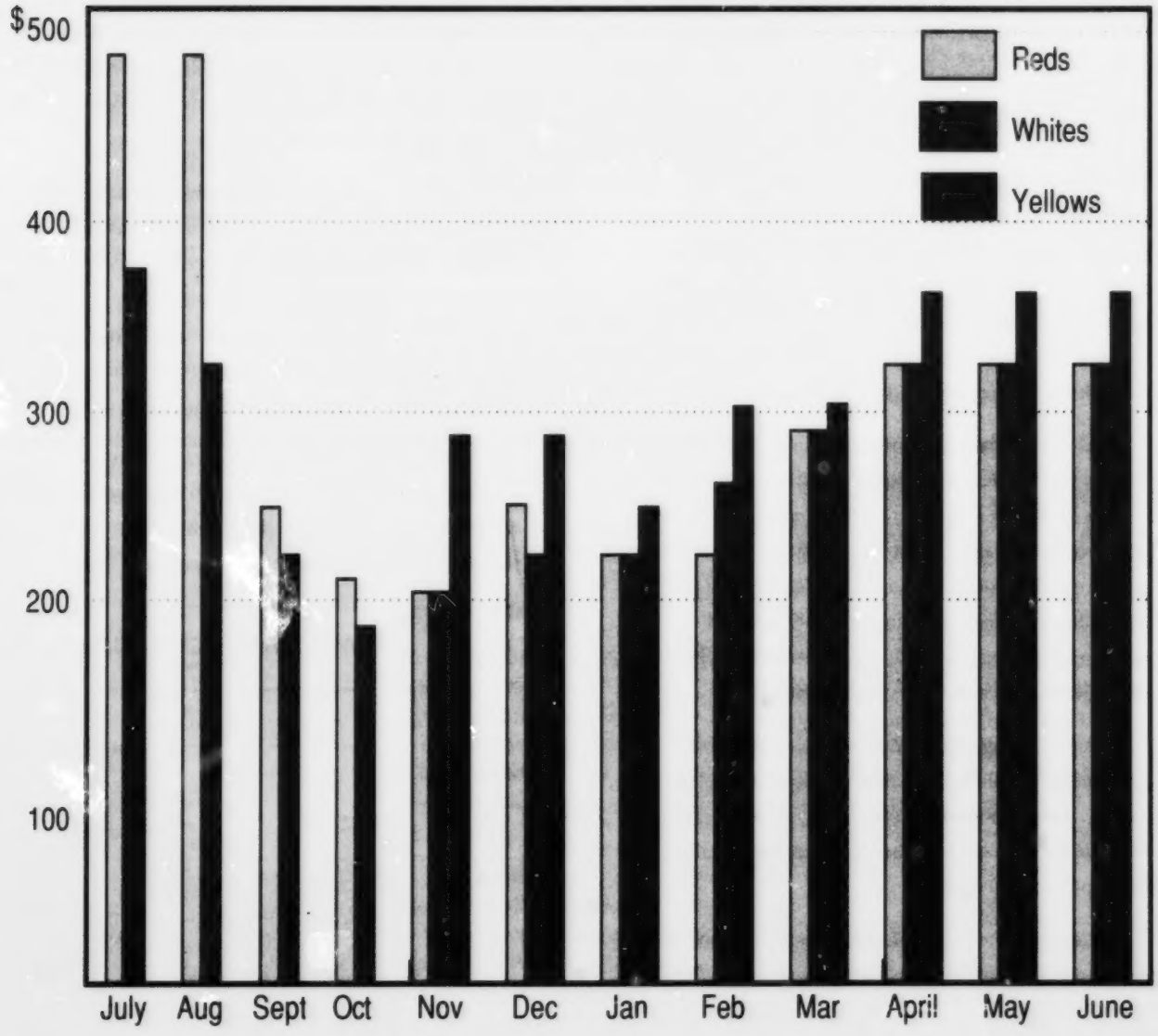
The A.C.P.C. is the first refundable commission formed in Alberta. A canola producer upon making application to A.C.P.C. will be refunded the service charge which is deducted from receipts at time of sale. During the first six month period only 3.2% of canola producers requested a refund. This indicates strong support by producers for the Commission.

At the outset, twelve A.C.P.C. directors were appointed by Alberta Marketing Council to represent twelve geographic regions in the province. This was subject to holding elections the following year.



Source: Statistics Canada, Farm Cash Receipts
Catalogue No: 22-001

Alberta Potato Marketing Board
Minimum Mid-Month Price/packed out ton



June 1989 - July 1990

The Alberta Potato Marketing Board represents commercial farmers who produce potatoes on five or more acres. In the 1989/90 year, Alberta's potato production was close to 290,000 tonnes and valued at approximately $40 million. About 50% of Alberta's potato crop is used for processing with the remaining 50% being divided roughly equally between table and seed use. There are about 130 growers registered with the Alberta Potato Marketing Board.

The potato industry is highly integrated. The growth of the industry is sustained by the initiative of support groups. This past crop year saw the formation of the Alberta Potato Research Foundation. It is the first of its kind in Canada and provided funding for three research projects which were designed to enhance and improve farm gate production. These projects were:

1) Bruise Damage in Potatoes (Dr. L. Knowles)

2) Disease Elimination by Tissue Culture and Testing of Potato Breeding Clones (Dr. D. Lynch)

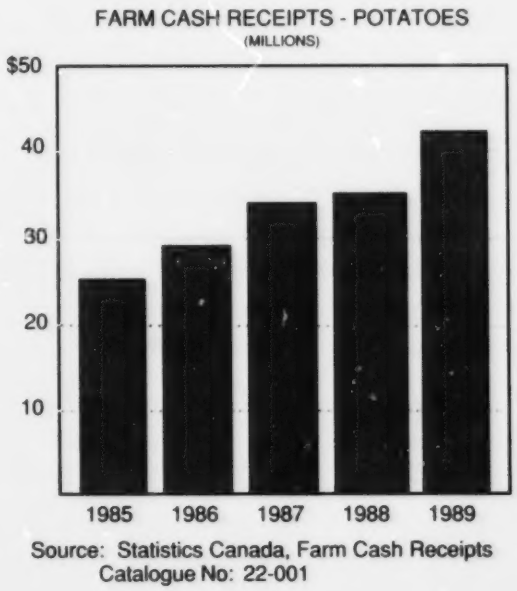
3) Silver Scurf Resistance Testing (Dr. J. Holley)

In the past year the Alberta Potato Marketing Board installed a computerized office system. This system greatly improved the Board's ability to store and handle information. The result was more timely and useful market reports and more accurate forecasts by the Board of Directors.

ALBERTA POTATO MARKETING BOARD
REVENUE AND EXPENSES
(07/31/89)

Total Revenues	**$441,156***
Total Expenses	**$339,813**
Net Revenue	**$101,343**

*Includes $29,000 settlement of legal claims



Source: Statistics Canada, Farm Cash Receipts
Catalogue No: 22-001

Since the Commission's inception it has been involved in a number of activities which reflect the interests of its members. Pulses include dry peas, dry beans, lentils and fababeans. Alberta production of pulses, particularly dry peas and beans, has increased rapidly since the mid 1980s. Production in crop year 1989/90 was 110,000 tonnes valued at approximately $24 million.

Research is a priority and the Commission sponsored Dr. Gilles Saindon, a pulse breeder at the Lethbridge Research Station, when he attended the pulse breeding meetings regarding beans and peas in Toronto. In addition, direct research has been conducted through on-farm demonstrations. Specifically projects involving variety comparison, inoculation, fertility, weed control and harvest trials for peas, beans and lentils were conducted throughout the province.

The Commission's extension activities include producing a quarterly publication, "The NuKrop News". It is sent to all growers, processors and agencies involved in the pulse industry. "The NuKrop News" provides readers with market and production information, results of research studies and other salient information.

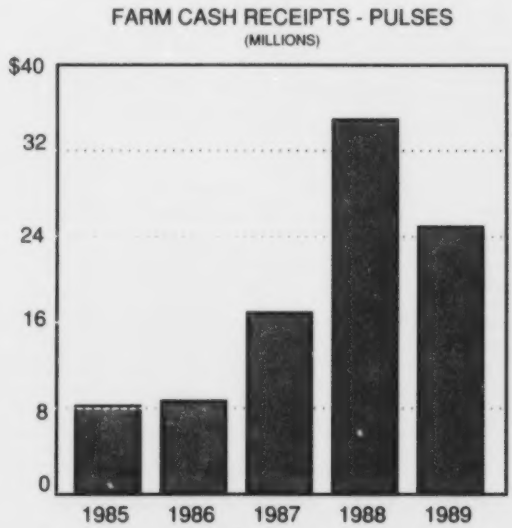
Information is also disseminated through annual meetings in each zone. In addition, seminars, including pea production meetings for new growers, are held throughout the year. The commission has also begun developing a pulse production handbook which will be a detailed manual on pulses for producers.

The Commission's promotion activities included initiating and guiding Alberta Agriculture's feed pea survey. The Commission has also provided considerable input into Alberta's production of a feed pea video designed to inform hog producers of the benefits of using feed peas in hog rations.

A portable table top booth, promoting pulse crops, was constructed and used in promoting pulses at trade shows in Lethbridge, Red Deer, Edmonton, Medicine Hat and Banff.

The Commission enjoys good working relations with the extension service of Alberta Agriculture. Cooperative ventures with district agriculturists include winter seminars and applied research and demonstration plots during the growing season. The Commission has worked with several federal agencies in the past year including the Commodity Coordination Secretariat and the Department of External Affairs.

The Alberta Pulse Growers Commission has been involved in crop insurance negotiations to improve the coverage and practicality of insurance for pea, bean and lentil growers. The Commission also represented producers in the federal Safety Net Task Force and had direct input into the "Growing Together" conference.



Source: Statistics Canada, Farm Cash Receipts
Catalogue No: 22-001

In 1989, nearly 500,000 tonnes of sugar beets were produced on approximately 30,000 acres. Cash receipts from this production totalled $23 million and yielded 64,000 tonnes of refined sugar.

Sugar beets in Alberta are grown under irrigation in the areas of Picture Butte, Coaldale, Tempest, Taber, Vauxhall and Bow Island. All sugar beets are processed into sugar by the refinery of the Alberta Sugar Company (a subsidiary of B.C. Sugar) located in Taber.

The Marketing Board and Alberta Sugar Company negotiate a master agreement every three years. The agreement sets out a formula and method of payment for sugar beets along with other items.

The master agreement is reviewed and updated annually. At that time, the company estimates the number of acres it will require to produce sufficient sugar to meet market needs. It is the responsibility of the Marketing Board to calculate, for each individual producer, a percentage of variation of quota and issue to each producer a quota certificate designating the number of acres they may contract with the company.

The only other province in Canada which produces sugar beets is Manitoba. Both the Alberta Sugar Beet Growers' Marketing Board and the Manitoba Sugar Beet Producers' Association Inc. are members of the national organization — the Canadian Sugar Beet Producers' Association Inc.

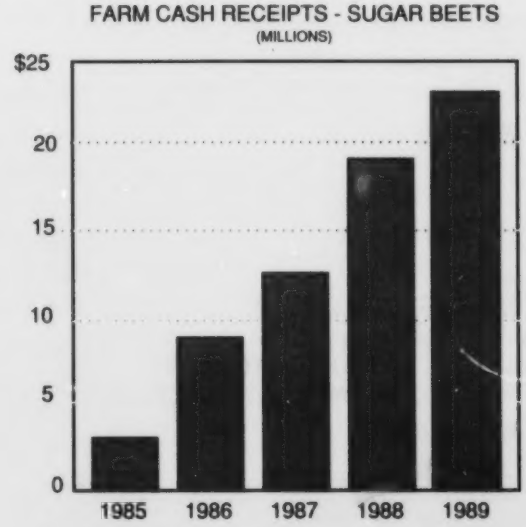
ALBERTA SUGAR BEET GROWERS' MARKETING BOARD
REVENUE AND EXPENSES
(12/31/89)

Total Revenues	**$299,320**
Total Expenses	**$342,164**
Net Revenue	**($ 42,844)**

In July of 1989, Canada was the site for the Fourth World Sugar Farmers' Conference. Almost 200 participants from 30 sugar producing countries, representing both sugar beet and sugar cane growers, were in attendance. Bill Siemens, the chairman of the Canadian Sugar Beet Growers Association, was elected president of the World Association of Beet and Cane Growers for the next three years on the final day of the conference.

A pre-conference tour in Alberta took conference attendees through the sugar beet fields near Lethbridge, reviewed the irrigation system and saw other points of interest. The group then continued their tour to Banff and the Calgary Stampede before going on to Winnipeg. Five days of discussions in Winnipeg included items such as the General Agreement on Tariffs and Trade, international sugar markets, farm management, environmental issues, and future prospects.

In 1989, a study, conducted through the Canadian Sugar Beet Producers' Association, demonstrated the viability and necessity of the Canadian sugar beet industry. As a result, the Association began an education program to advise industry and government of the results.



Source: Statistics Canada, Farm Cash Receipts
Catalogue No: 22-001

ALBERTA SUGAR BEET GROWERS' MARKETING BOARD

The program's first information package was released in August of 1990. It was delivered to government personnel, news media and various members of the business community. Further news releases will be issued at appropriate intervals.

In 1986, a tripartite program for sugar beets was established in Canada. Premiums paid by the growers are matched by both the provincial and federal governments. The floor price for sugar beets is set by calculating the annual cost of production which is indexed to the moving average price.

ALBERTA VEGETABLE GROWERS' MARKETING BOARD

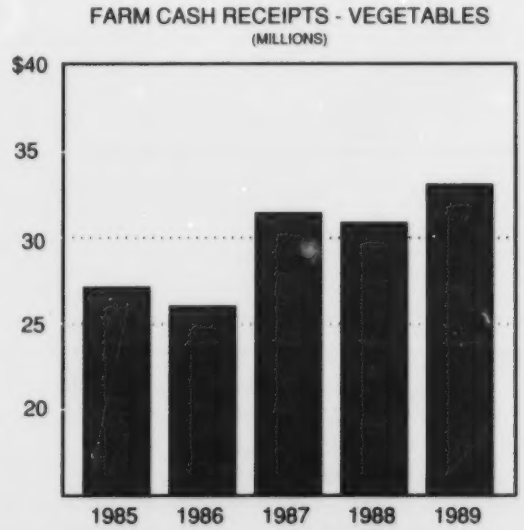
The Alberta Vegetable Growers' Marketing Board is responsible for Alberta vegetables produced for processing. In 1989, approximately 6,300 acres were devoted to vegetables for processing. Approximately 125 growers were involved in producing vegetables valued at roughly $3.5 million.

The quality and yields of the 1990 crop of vegetables for processing looks fairly good. Final figures for all vegetables are not yet available. However, bean yields should be around 3.25 tons per acre, corn should be about 6.1 tons per acre and about 2 tons of peas should be harvested per acre. Carrots appear to be coming off the field at around 30 tons per acre and red beets should yield about 20 tons per acre. Total acreages was about the same as last year.

The Board has represented producers interests on several committees during the year. These include the Alberta Horticultural Advisory Committee, the Alberta Horticultural Research Centre Advisory Committee, Unifarm and the Canadian Federation of Agriculture National Committee of Vegetables for Processing.

ALBERTA VEGETABLE GROWERS' MARKETING BOARD REVENUE AND EXPENSES (12/31/89)

Total Revenues	**$109,500**
Total Expenses	**$ 47,529**
Net Revenue	**$ 61,971**



Source: Statistics Canada, Farm Cash Receipts*
Catalogue No: 22-001

* Includes greenhouse, fresh, processed and mushrooms

ALBERTA VEGETABLE GROWERS' MARKETING BOARD

The Board also made a presentation to the Public Utilities Board. The Board held a hearing to review electrical rates paid by irrigation farmers. The hearing went well and hopefully the results will be positive for irrigation farmers.

The federal government is currently in the process of reviewing the entire pest management and pesticide registration procedure. In October the Board made a presentation to the Federal Pest Management System Regulatory Review Committee. The results of the review are expected to be in the hands of the Minister of Agriculture by the end of December.

ALBERTA FRESH VEGETABLE MARKETING BOARD

The Alberta Fresh Vegetable Marketing Board represents growers of fresh vegetables marketed through commercial wholesalers. In 1989, approximately 3,400 acres were devoted to their product, with total output valued at around $7.8 million. This included a wide variety of fresh vegetables that ranged from carrots and cabbages to squash and zucchini.

Producers continued to benefit from the Board's promotion activities. The object of the promotions is to increase the consumer's awareness of the Alberta fresh vegetable industry.

The Board was active in sponsoring about 80 days of in-store demonstrations this fall. Fresh Alberta vegetables were featured in retail operations beginning on the weekend of September 15th and running through until December 2nd. These demos were held in Edmonton, Calgary, Red Deer, Drumheller, Grande Prairie, Peace River, Lethbridge and a number of smaller centres.

They will feature such products as carrots, cabbage, rutabaga, onions, squash, cauliflower and broccoli. We will also be taking part in the Food for Less project sponsored by the Alberta Food Processors Association which is held during October and November.

The Board will be representing producers interests at a number of meetings over the winter. These meetings will include the annual meeting of the Canadian Produce Marketing Association which runs from January 25 through 27th, 1991.

The Board has also been active in encouraging retail and food service operators to develop innovative displays and advertise their use of Alberta produce during the fall harvest period. These efforts are specifically aimed at generating increased sales of Alberta grown vegetables.

ALBERTA FRESH VEGETABLE MARKETING BOARD
REVENUE AND EXPENSES
(05/31/89)

Total Revenues	**$219,570**
Total Expenses	**$179,554**
Net Revenue	**$ 40,016**

The Alberta Chicken Producers' Marketing Board oversees provincial production of broiler chickens, roasters and Cornish game hens. The Alberta Board controls the production of broilers and roasters by issuing a provincial quota allocation to approximately 240 quota holders in the province. Cornish production is controlled largely by the processors through permits issued by the Board.

Regulated production in Alberta in 1989 totalled approximately 11 million kilograms. Broilers accounted for about 76% of the production, cornish about 18% and about 7% of the production were roasters.

There were a number of issues that the Board took an interest in during the year.

The issue of unregulated production was, once again this year, of particular concern to the Board. It has taken many hours of meetings with the Hutterite colonies to attempt to resolve the problem. The Board has made a concerted effort to bring all production of chicken, above the exemption level of 2000 birds, under the umbrella of the regulated system. The Board considers this problem to be a major priority.

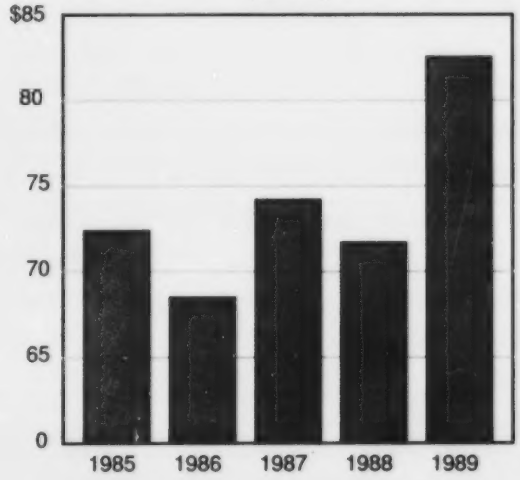
During the year the Alberta Chicken Producers' Marketing Board successfully negotiated membership in the Canadian Chicken Marketing Agency. This represents a major step for Alberta.

The Board continues to promote the use of chicken through a number of mechanisms. It provides cook books, developed by the Canadian Chicken Marketing Agency, for individuals as well as groups who request them. In addition, the board has been working closely with other poultry boards on a promotional campaign.

ALBERTA CHICKEN MARKETING BOARD
REVENUE AND EXPENSES
(08/31/89)

Total Revenues	**$501,583**
Total Expenses	**$366,243**
Net Revenue	**$135,340**

FARM CASH RECEIPTS - HENS AND CHICKENS
(MILLIONS)



Source: Statistics Canada, Farm Cash Receipts
Catalogue No: 22-001

In 1989, the Board allocated approximately 11 million kilograms of quota to 62 quota holders. The turkey industry, in Alberta, is characterized by a high degree of cooperation between growers and processors. All the major players understand their roles in maintaining a viable agriculture sector which contributes to the Alberta economy.

The Alberta Turkey Growers Marketing Board supports research projects designed to enhance the well being of turkey producers and the turkey industry in general. The Cooperative Marketing Chair at the University of Alberta, for example, is being supported, in part, by the Board.

The Canadian Turkey Marketing Agency has funded research into developing a new cost of production model. The model uses a simulated farm to calculate capital and other fixed costs. The variable costs will be updated twice a month to take into account changes in the cost of production. This model will form the basis of future quota allocations by the Canadian Turkey Marketing Agency. Preliminary results show that Alberta is one of the lowest cost provinces and should be able to receive a greater portion of future allocations.

Plans for the classification of turkey by class (hens, toms and broilers) and by period (quarterly) were continually refined throughout 1990. The Board will establish separate quota allocations for each category of turkey. As well, the Board will be working closely with producers in establishing marketings at different weights.

The Alberta Turkey Growers Marketing Board, in cooperation with the other provincial poultry boards, coordinated an extensive education program aimed at the federal members of Parliament. With the General Agreement on Tariffs and Trade (G.A.T.T) negotiations in progress, it is important that MPs understand the benefits of supply management.

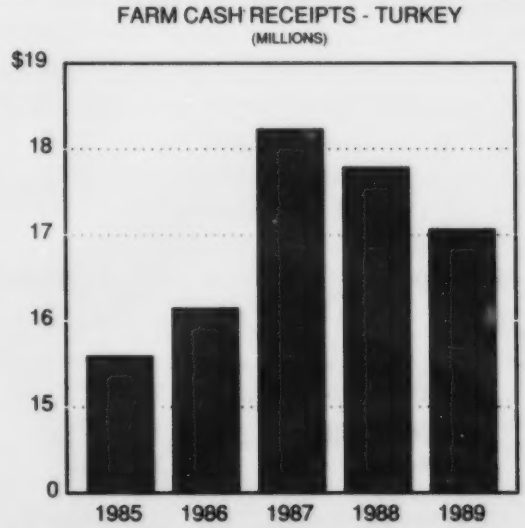
The outcome of the G.A.T.T. negotiations may have a tremendous impact on agriculture and in particular on supply management. In August, the Board, in conjunction with other poultry boards, held a producer information seminar on the progress and impact of the trade negotiations.

The Alberta Turkey Growers Marketing Board recently completed a major study focusing on the potential for increased turkey consumption. Consumers, retailers and processors were interviewed. The information gathered will allow the Board to design an effective promotional campaign. The results indicated substantial opportunities for increased turkey consumption. To take advantage of these opportunities the Board will have to be responsive to the changing needs of our processors.

The Board continues to support the Veterinary Infectious Disease Organization's research in developing an ecoli septicemia vaccine. In addition to funding this and other projects the Board grants permits which allow private groups to carry out research for corporate clients.

ALBERTA TURKEY GROWERS' MARKETING BOARD
REVENUE AND EXPENSES
(12/31/89)

Total Revenues	**$147,856**
Total Expenses	**$171,501**
Net Revenue	**($ 23,645)**



Source: Statistics Canada, Farm Cash Receipts
Catalogue No: 22-001

At present there are 232 producers holding quota in Alberta. Collectively, they are responsible for about 9% of the total Canadian egg production. There are an additional 330 exempt producers (those with 300 birds or less) also registered with the Board.

The level of production allowed in Alberta under the Federal Provincial Agreement was reduced due to two national quota cutbacks amounting to 4% of laying hens. Currently, Alberta producers are allowed to market 31,732,473 dozen eggs per year from a total allocation of 1,475,929 birds.

The Canadian Egg Marketing Agency introduced the Seasonal Pricing Program to alter the price producers receive throughout the year in response to fluctuating demand levels. This program, which allows the industry to respond to seasonal factor to both the highest ($1.20/dozen Grade A Large) and lowest ($1.12/dozen Grade A Large) producer paying prices during 1989.

When consumer demand for eggs is low, producers may receive a price that is less than the cost of production formula would pay. When consumer demand is high producers may receive a price that is higher than the cost of production formula would pay. However, over the course of a year, producers will receive their cost of production.

For the past three years, the Board of Directors has been working to revise their plan and regulations. Although the plan has not received final approval, the regulations were implemented in March 1990. Under the new plan and regulations, the name of the Board will change to the Alberta Egg Producers Board.

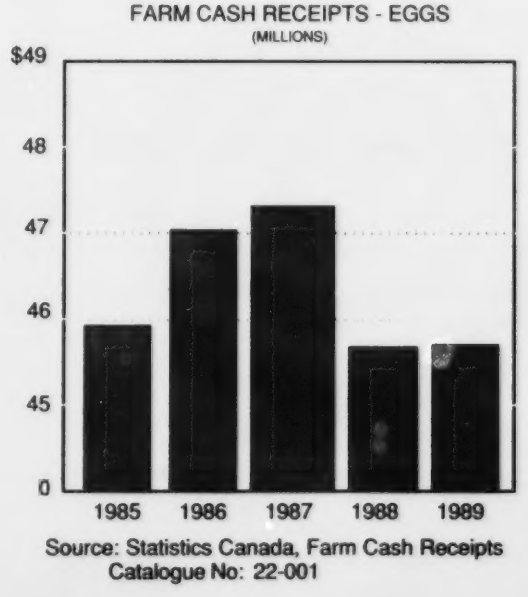
The newly approved regulations contain a revised Quota Transfer Policy. Under this policy there is a new provision to allow quota to be transferred without the production facility. The quota exchange is the mechanism by which producers can offer quota for sale or offer to purchase quota. This computerized program will be operated quarterly by the Board under the supervision of an auditor. The first run is scheduled for the fall of 1990.

Throughout 1989-90 the Alberta Egg and Fowl Marketing Board pursued a wide range of promotion activities. The overall objective of these programs was to increase demand for eggs. The central message, in all campaigns, emphasizes the nutritional value, versatility and ease of preparation of eggs. Specific programs were developed to reach consumers through print and electronic media, retail operations, food service outlets and educational facilities. The Board also initiated direct contact through participation in mall displays and trade shows.

ALBERTA EGG AND FOWL MARKETING BOARD
REVENUE AND EXPENSES
(12/31/89)

Total Revenues	**$810,307***
Total Expenses	**$673,004**
Net Revenue	**$137,303**

*Does not include $4,177,239 CEMA service fee



Source: Statistics Canada, Farm Cash Receipts
Catalogue No: 22-001

The strategy for dealing with the cholesterol and salmonella issues is distinctly different from that of consumer advertising. Our nutrition and safety message is conveyed to the consumer via the most credible sources of information — health professionals and the media. Hence, fact sheets and publications have been developed and directed to these groups to ensure that they have reliable and accurate information on eggs and their place in the diet in relationship to heart disease.

ALBERTA HATCHING EGG MARKETING BOARD

The Alberta Hatching Egg Marketing Board regulates the supply of hatching eggs in Alberta. Quota, in terms of layers, was approximately 420,000 layers in 1989.

In 1989, import controls were obtained for the growing number of chicks and hatching eggs that were flowing into the country from the United States. The administration of the controls is the responsibility of the Canadian Broiler Hatching Egg Marketing Agency. As a result, the activities of the national agency now include gathering such information as is necessary to satisfy the requirements of the federal government for the maintenance of these controls.

Import controls are particularly important in light of the current General Agreement on Tariffs and Trade (G.A.T.T.) negotiations which will end December 8, 1990. There was grave concern, on the part of supply management boards, whether Article XI of the G.A.T.T. would be protected or weakened during the negotiations. The Alberta Hatching Egg Marketing Board kept all its producers aware of the important developments that occurred at the G.A.T.T. meetings in July, August and September.

Other activities of the Board included an advisory meeting held in July to forecast Alberta's hatching egg needs for 1991. A committee composed of three producers, two processors, two hatcheries, one provincial government poultry representative and five board members met to consider information provided by the Board.

The Board provided information based on an increase of 2.5% over the 1990 allocation. After deliberations, it was agreed that an increase of 2.5% might be more than was necessary and it was agreed that a quota declaration of 85% would produce all the eggs that was necessary for 1991.

In 1988 and 1989 Alberta found that it was over its allocation. The provincial allocation had been based on a methodology established when the National Agency was formed in 1986. The Alberta Hatching Egg Board developed a revised methodology aimed at correcting the flaws in the old system. The new way of calculating the allocation was presented to the provincial-federal signatories as an amendment and adopted.

ALBERTA HATCHING EGG MARKETING BOARD
REVENUE AND EXPENSES
(12/31/89)

Total Revenues	**$ 81,969**
Total Expenses	**$104,912**
Net Revenue	**($ 22,943)**

The Alberta sheep industry contributed about $6 million in farm cash receipts in 1989. Inspected slaughter in Alberta in 1989 was the largest in Canada at 84,000 head with wool production also being the largest in Canada at 446 tonnes.

In 1989/90, the Alberta Sheep and Wool Commission has continued its efforts to represent the best interests of the Alberta sheep industry at the provincial, national and international level.

The Commission is engaged in a number of studies and reviews dealing with various aspects of the industry as part of its overall Provincial Sheep Industry Strategy Plan. Some of these studies include new directions in lamb promotion and merchandising, changes to the Commission mandate and regulations, improving marketing and stabilization issues.

The Alberta Sheep and Wool Commission also assisted in the creation of a new national sheep organization, The Canadian Sheep Federation. The Federation will represent sheep industry concerns at the national and international level.

In 1989/90 meetings were held with American and Oceanic sheep producer groups and exporting organizations to review imports and other areas of mutual concern. And, the Commission continues to participate on national committees that are responsible for the development and implementation of National Lamb Grading Standards and National Tripartite Sheep Stabilization programs.

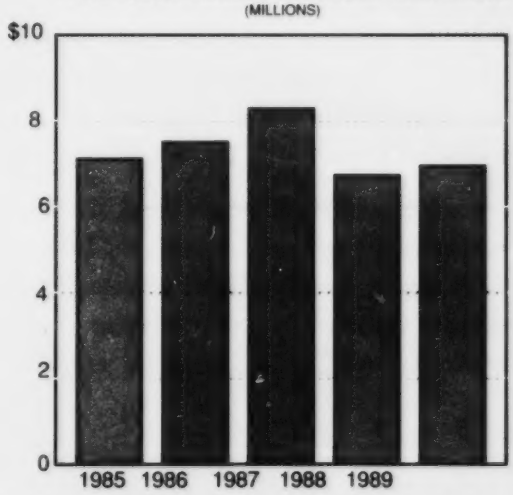
Efforts are continuing to amalgamate and centralize the administrative and office functions of a number of related sheep organizations, both national and provincial, at one location.

In 1989 the Alberta government announced its intention to sell Lambco. The Commission accepted an invitation to participate in the bid selection process. It is anticipated that the sale will open up new marketing opportunities for Alberta lamb.

SHEEP AND WOOL COMMISSION
REVENUE AND EXPENSES
(08/31/89)

Total Revenues	**$135,866**
Total Expenses	**$143,696**
Net Revenue	**($ 7,830)**

FARM CASH RECEIPTS - SHEEP AND WOOL
(MILLIONS)



Source: Statistics Canada, Farm Cash Receipts
Catalogue No: 22-001

Approximately 2.3 million market hogs were sold by the Corporation in 1989. Alberta's level of production represents about 15% of the Canadian total. Farm cash receipts totalled about $250 million in 1989.

The Corporation is a producer controlled organization administered by nine elected directors and 45 elected delegates. The Board of Directors is responsible for the operation of the plan. The delegates act as an advisory body to the Board, approve the marketing levy, establish per diem payments for delegates and directors on corporation business and appoint auditors.

The Corporation is involved in a wide range of activities and provides a number of services. It is responsible for the marketing of Alberta hogs and provides a complete range of marketing services on a daily basis. Marketing related activities include operating five assembly yards across the province, providing a market information service, operating a settlement system for all hogs sold, providing an in-transit voluntary insurance service and supplying an accounting service for assemblers and truckers.

Research and extension activities are also important to the Corporation and to producers. The Alberta Pork Producers Development Corporation supports research projects of importance to Alberta producers, publishes the Western Hog Journal and provides information to producers.

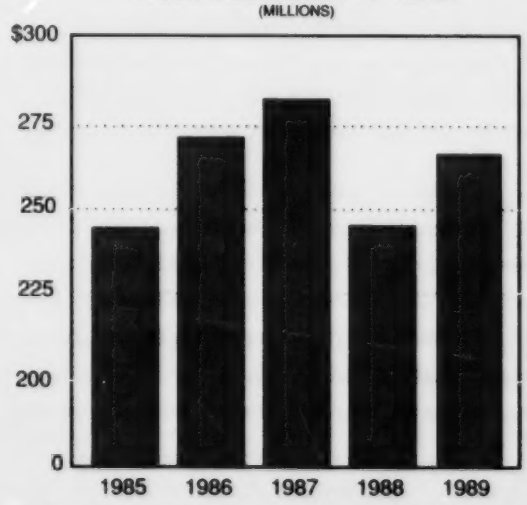
The Corporation also represents producers' interests through membership on the Canadian Pork Council and by being involved with local and provincial industry associations. In 1989/90, important issues that were dealt with included marketing of surplus hogs outside the province, enhancing the New Fresh Pork promotion program, encouraging humane handling of hogs and the method of payment of the crow benefit.

Producers' interests were also at the heart of a number of the Corporation's other activities during the year. The activities involved efforts to overcome the countervailling actions taken by the United States against Canadian live swine and pork products.

THE ALBERTA PORK PRODUCERS DEVELOPMENT CORPORATION REVENUE AND EXPENSES (12/31/89)

Total Revenues	**$3,950,518**
Total Expenses	**$3,255,508**
Investments (net)	**$2,854,016**
Net Revenue	**$2,159,006**

FARM CASH RECEIPTS - HOGS
(MILLIONS)



Source: Statistics Canada, Farm Cash Receipts
Catalogue No: 22-001

Sale of Alberta cattle accounts for about 35% of farm cash receipts or about $4 million in 1989/90. There are about 40,000 producers in the province marketing over 1.3 million head of domestic slaughter cattle and 107,000 replacement and feeder cattle in 1989. Alberta also shipped about 217,000 cattle out of the country.

The Alberta Cattle Commission is composed of several committees which focus on issues in the following areas: Feed Grains, Market Information, Animal Health and Beef Production, Land Use, Promotion, Product and Market Development, Credit and Tax and Producer Liaison.

The Alberta Cattle Commission (A.C.C.) is the leading provincial contributor to the national beef industry promotion program handled by the Beef Information Centre of the Canadian Cattleman's Association (C.C.A.). The Commission is also active in a number of other beef promotion programs including sponsorship of the very successful Winterstart restaurant program in Banff and Lake Louise.

The A.C.C. is the largest private funding member of the Canada Beef Export Federation, an organization created to handle beef market development overseas markets. The Federation is active in promoting beef in Japan, Korea Taiwan and Singapore. The Commission held several market development seminars in cooperation with the packing industry in the western U.S. to complement this offshore activity and further develop U.S. markets for Alberta beef.

The Alberta Cattle Commission, through the Canadian Cattleman's Association, expressed Alberta cattle producers' views to industry and government officials on important issues over the course of the past year. These issues included U.S. meat inspection rules, beef grading changes, the current round of the General Agreement on Tariffs and Trade negotiations and the Wood Bison environmental hearings.

ALBERTA CATTLE COMMISSION
REVENUE AND EXPENSES
(08/31/89)

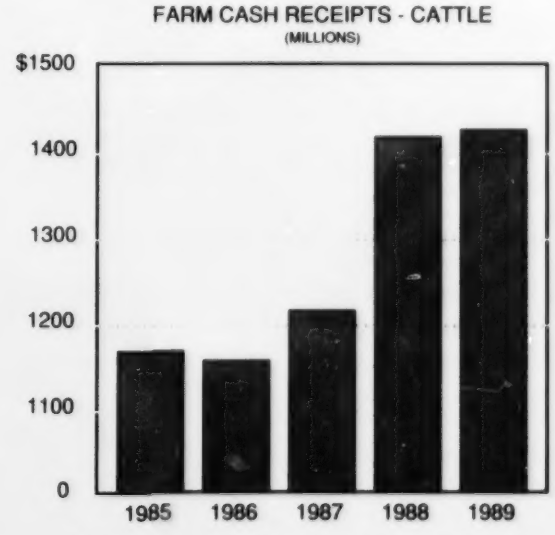
Total Revenues	**$5,081,852**
Total Expenses	**$4,690,790**
Net Revenue	**$ 391,062**

The A.C.C. also initiated a pro-active environmental strategy. The strategy includes an audit of the impact of the cattle industry on the environment and the development of a media kit which presents the facts about the beef industry and the environment.

The Commission developed a new computerized system to provide market information to Alberta cattle producers. The system also has the capability to handle information distribution for many farm organizations and government services. The Commission took the lead in developing a new non-profit organization, the Agri-Net Information Association, to expand and manage the information service and to encourage use of the system by other groups.

Research projects in animal health and beef production are of renewed importance for the Commission. The Commission is developing a research plan which calls for substantially increased research activities. To support this activity, the A.C.C. will be seeking a commitment from producers that would permit long term funding of research projects.

Land use, access and trespass issues are an important focus for the Alberta Cattle Commission. A major survey of grazing leaseholders will be conducted to gather information on lease access issues and potential solutions to the problem.



Source: Statistics Canada, Farm Cash Receipts
Catalogue No: 22-001

Board or Commission	Phone/Fax	Address	Plan Implemented
Alberta Canola Producers Commission	452 6487 451 6933	#170, 14315 - 118 Avenue Edmonton, Alberta T5L 4S6	1983
Alberta Cattle Commission	275 4400 274 0007	#216,6715 - 8 Street NE Calgary, Alberta	1969
Alberta Chicken Producers' Marketing Board	488 2125 488 3570	#101, 11826 - 100 Avenue Edmonton, Alberta T5K 0K3	1965
Alberta Egg and Fowl Marketing Board	250 1197 291 9216	#15, 1915 - 32 Avenue NE Calgary, Alberta T2E 7C8	1967
Alberta Fresh Vegetable Marketing Board	327 0447 327 0766	#220E, 12 Street A North Lethbridge, Alberta T1H 2J1	1974
Alberta Hatching Egg Marketing Board	451 5837 452 8726	14815 - 119 Avenue Edmonton, Alberta T5L 2N9	1982
Alberta Pork Producers Development Corporation	474 8288 471 8065	10319 Princess Elizabeth Avenue Edmonton, Alberta T5G 0Y5	1968
Alberta Potato Marketing Board	291 2430 291 2691	#244, 2116 - 27 Avenue NE Calgary, Alberta T2E 7A6	1988
Alberta Pulse Growers Association	327 0626 381 5178	Box 1837 Lethbridge, Alberta T1J 4T4	1989
Alberta Sheep and Wool Commission	295 1988 275 8009	#212, 6715 - 8 Street NE Calgary, Alberta T2E 7H7	1972
Alberta Sugar Beet Growers' Marketing Board	327 3242 327 3075	3514 - 6 Avenue North Lethbridge, Alberta T1H 5C3	1983
Alberta Turkey Growers' Marketing Board	465 5755 465 5528	#202, 8711A - 50 Street Edmonton, Alberta T6B 1E7	1967
Alberta Vegetable Growers' Marketing Board	223 4242	Box 2273 Taber, Alberta T0K 2G0	1958

Contact	Function/Purpose
H.B Jeffery	To develop and implement projects and programs to increase and improve the production and marketing of canola, inform producers and advise governments on matters concerning the canola industry.
Gary Seargent	To collect a service charge for promotion, advertising, research and other programs
Roger King	To set prices to be paid to producers and to allot marketing quotas for all production within the province.
Warren Chorney	To stabilize the egg industry against extreme fluctuations in price, improve the monetary returns to producers, monitor the quality of eggs, improve productivity through research and encourage consumption of fresh eggs.
Sharon Chmielewski	To set minimum prices to be paid to producers and to see that a system of grading is maintained.
Leo Douziech	To regulate the production of hatching eggs, to negotiate prices be paid to producers, to allot production and marketing quotas and represent producers at national agency meetings.
Ed Schultz	To provide for effective promotion and effective control and regulation in all aspects of the marketing of Alberta slaughter hogs.
Jan Brown	To establish and maintain a minimum price on all table and seed stock, excluding potatoes for processing, sold in Alberta.
Jan Roth	To collect a service fee from producers for pulse research and promotion.
Will Verboven	To provide for the initiation, support, or conduct of programs for stimulating, increasing and improving the economic well being of the sheep industry by developing improved marketin methods, grading standards, quality standards research and development programs.
Rita McEwen	To negotiate prices to be paid to producers, to allot marketing quotas and to improve and increase the production and marketing of sugar beets.
Greg Smith	To effectively promote, regulate and control the production an marketing of turkeys in Alberta.
Art Anderson	To negotiate prices for the regulated products and the terms of the agreement between the producer and the processor.